



Company Presentation

March 2023

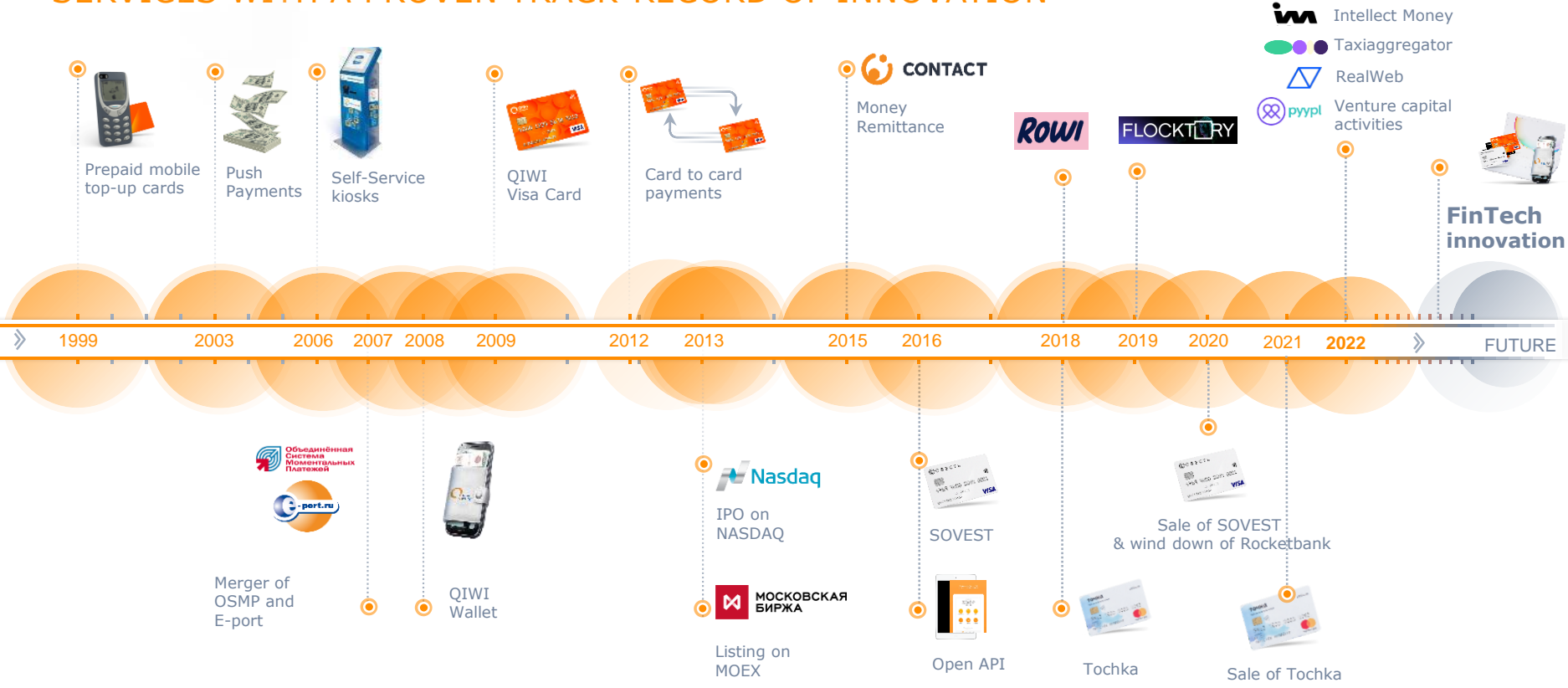


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In addition to International Financial Reporting Standards, or IFRS, financials, this presentation includes certain non-IFRS financial measures. These non-IFRS financial measures are in addition to, and not a substitute for or superior to, measures of financial performance prepared in accordance with IFRS.

This presentation contains statistical data that we obtained from industry publications and reports generated by third parties. Although we believe that the publications and reports are reliable, we have not independently verified this statistical data.

QIWI IS A LEADING PROVIDER OF NEXT GENERATION PAYMENT AND FINANCIAL SERVICES WITH A PROVEN TRACK-RECORD OF INNOVATION

TODAY QIWI IS AN INTEGRATED OMNI-CHANNEL ECOSYSTEM WITH EXTENSIVE ADOPTION AND UBIQUITOUS PRESENCE...



Leading provider of next-gen payment and financial services in Russia and the CIS

Key facts¹

over **1.8** tn RUB
LTM Payment volume

Core focus on specialized high growth markets lacking convenient digital solutions

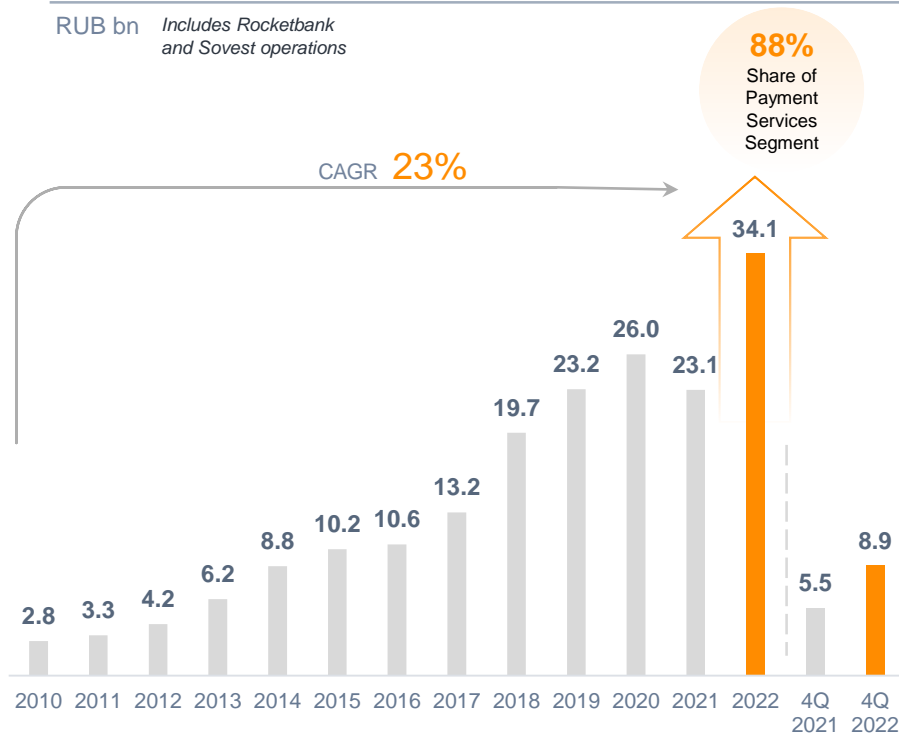
- Digital entertainment
- Digital commerce
- Self-employed
- Money Remittance

Portfolio of B2B services

QIWI startups & ventures

Total Net Revenue²

RUB bn *Includes Rocketbank and Sovest operations*



Note: ¹ As of December 31, 2022 if not stated otherwise, for additional details, please see QIWI's Earnings Report on Form 6-K filed with the Securities and Exchange Commission on March 31, 2023, QIWI's latest annual report on Form 20-F filed with the Securities and Exchange Commission on March 31, 2023; ² Including Contact and Rapida financial results starting from June 2015. Including Flocktory financial results starting from December 2019.

PAYMENT SERVICES



... WITH CORE EXPERTISE IN OFFERING A BROAD RANGE OF NEXT GENERATION MULTI USE-CASE PAYMENT SERVICES



Payment services



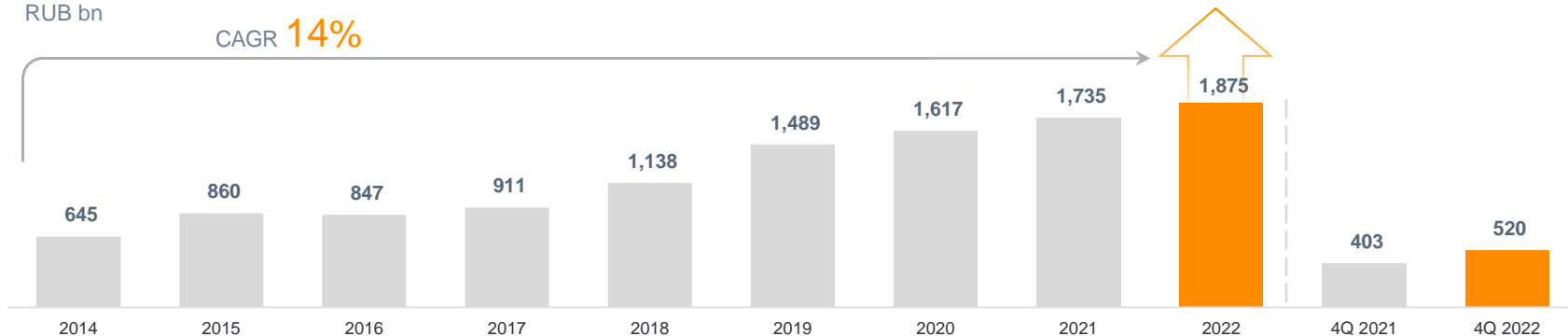
SERVICING A WIDE AND GROWING RANGE OF MARKETS AND USE-CASES



Payment Services Payment Volume¹

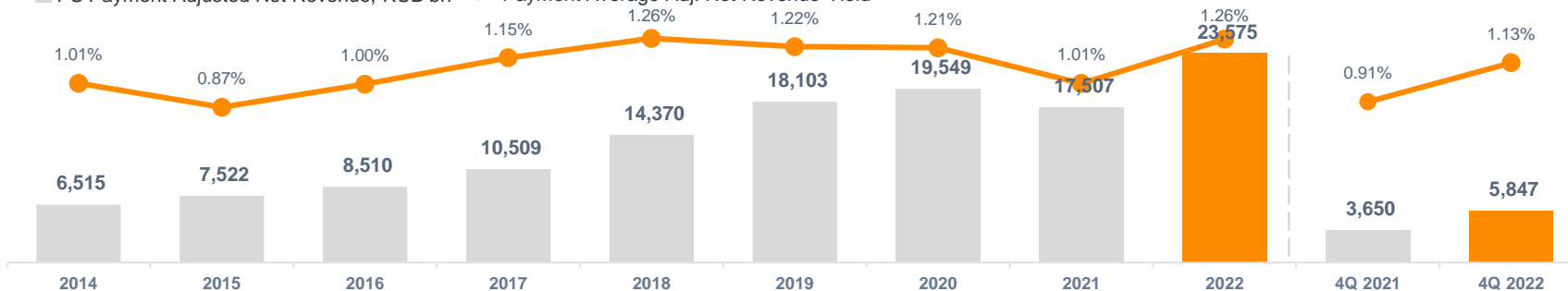
RUB bn

CAGR **14%**



PS Payment Adjusted Net Revenue and Average Adjusted Net Revenue Yield¹

■ PS Payment Adjusted Net Revenue, RUB bn ● Payment Average Adj. Net Revenue Yield²



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SERVICING SPECIALIZED HIGH GROWTH MARKETS THAT LACK CONVENIENT DIGITAL SOLUTIONS



Fintech solutions for specific niches covering their needs in payments and financial services

Digital entertainment & Commerce

- QW is a leading payment method in betting top-ups and withdrawals
- Cross border payment acceptance & pay-out solutions for merchants, incl. entertainment categories: On-line, Skins, cybersport, etc
- Internet acquiring, payment gateways for online merchants (e-com, etc)
- Wide range of options for online payments (QIWI Wallet, banking cards)

Self-employed

- ### B2B stream
- Specialized integrated solutions for various industries, that lack digital solutions for payments: interfaces, payment projects, gateways
 - Services for SE: interaction with the state authorities and tailor-made payment instruments
- ### B2C stream
- QW is a tool for doing business: p2p settlement services, payment acceptance, open API, etc.

Money remittance

- CONTACT** Classic money remittance system
- ### Other growth areas
- #### Financial services for SME
- Factoring & bank guarantees
 - loans for participants in government contracts
 - specialized financing service for marketplace suppliers
- #### Digital marketing and advertising
- context and media advertising management services, social network presence, programmatic, CPA and mobile marketing type of services
 - customer lifecycle management and automated marketing solutions
- Other projects**
- pyopl** QIWI Data Billing online

Supporting infrastructure

Omnichannel system for QW top-ups and payments with high network coverage in Russia

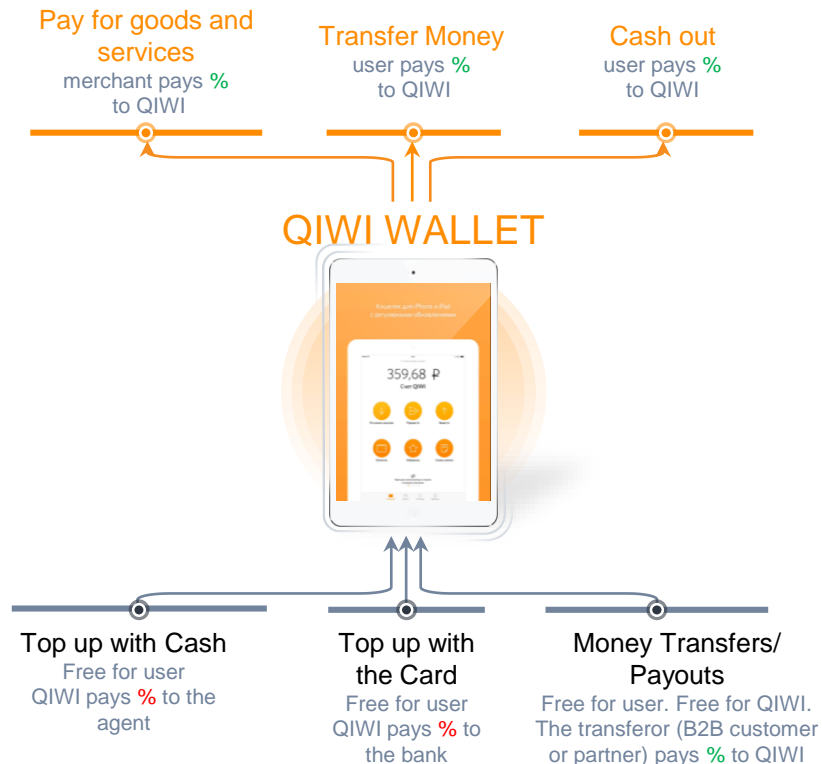
Banking license allows us to offer various financial products (bank guarantees, loans, cash and settlement services)

Competitive advantages of QIWI's services

- Convenient digital solutions
- High level of customization
- Single and intuitive interface, easy access
- Multi-service platform with fast and seamless onboarding
- Cash digitalization for high cash use population
- Privacy
- High quality and reliable services, fast customer response
- Automation of payments via open API
- Instant payouts to hundreds of customers

Strong track record in market segments with demand for cash acceptance, payment digitalization, technological solutions and higher transparency of transactions

Efficient transactional monetization model



OTHER PROJECTS



DEVELOPING B2B VALUE PROPOSITION SYNERGETIC TO PAYMENT SERVICES BUSINESS: OVERVIEW OF KEY PROJECTS



ROWI

Digital factoring solutions, online loans and bank guarantees for SME

Factoring

account receivable financing

- Factoring financing for SMEs with high credit quality Debtors
- Totally digital on-boarding and services
- 100% electronic document workflow
- Instant scoring, fast decision and issue of funding

Digital Bank Guarantees

Performance and tender bonds

- Guarantees for contractors (mostly for public procurement)
- Totally digital on-boarding and services
- 100% electronic document workflow
- Instant scoring, fast decision and issue of funding

Online loans

for government contracts execution

Loans for marketplaces suppliers

based on sales analytics

FLOCKTORY

SaaS platform for customer lifecycle management and personalization



Signals

a customer's data base



Exchange

a Partner Network for an active inflow of clients



PushRewards

a module for smart PUSH notifications



Pre-Checkout

a module for personalization of users' web experience



Post-Checkout

a referral marketing module



Workflow

a module that helps to personalize communication content



Xmail/XPush

Module for cross-sale and retargeting



Feedback

a module for collecting, analyzing and managing feedbacks

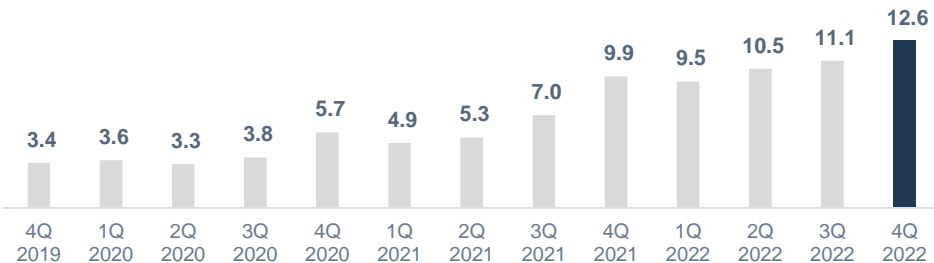


Second Party Data Exchange

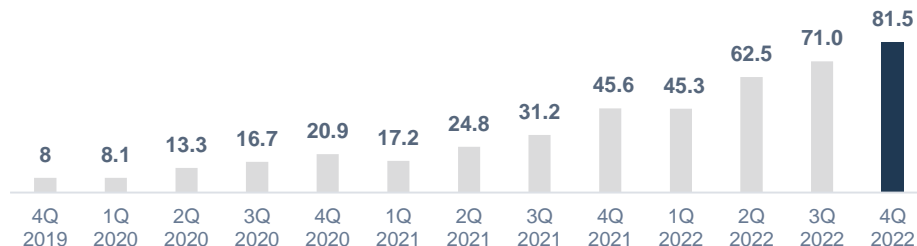
Sponsored Push Notification

First Party Data

Factoring portfolio, bn



Digital bank guarantees portfolio, bn



Key facts¹

730+ acc Factoring active clients	0.9% NPL of factoring portfolio	<20% of factoring operations concentrated in a single industry
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#2 In terms of number of new clients involved in factoring²

#2 In terms of number of active SME clients using factoring²

Factoring operations' key industries:

- Non-grocery goods
- Food-products
- Pharmaceuticals
- Real estate and construction materials
- Metallurgy

18.9+ k Guarantees' active clients	580+ days Average guarantees' lifetime	0.3% NPL of guarantees portfolio
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FINANCIAL UPDATE

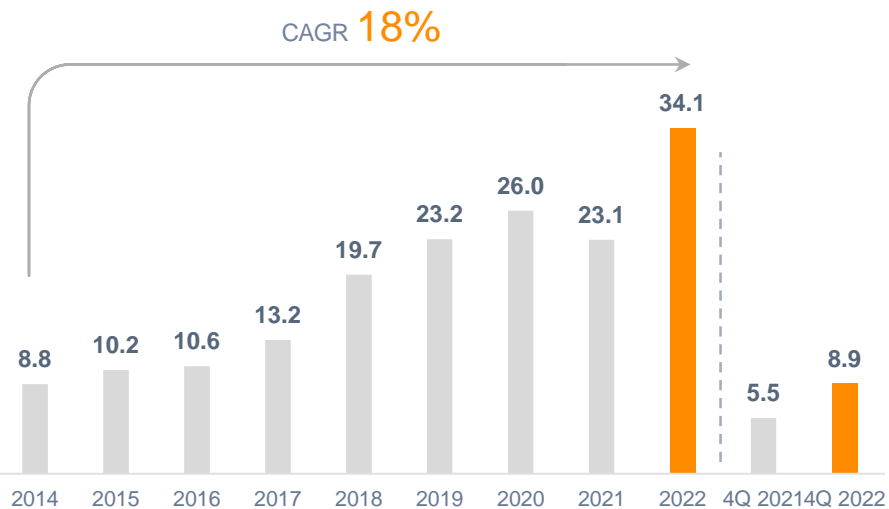


STRONG TRACK RECORD OF GROWTH IN NET REVENUE DRIVEN BY PAYMENT SERVICES



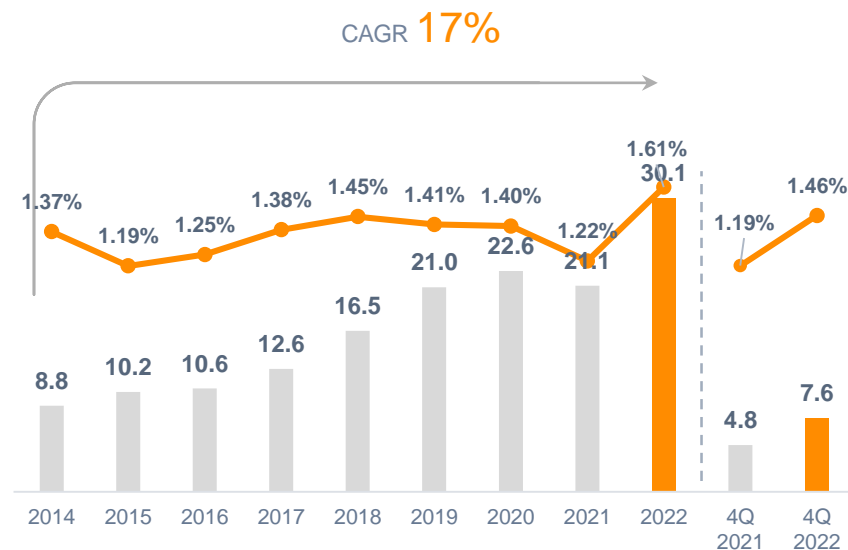
Group's Total Net Revenue^{1,2}

RUB bn *Includes Rocketbank and Sovest operations*



Payment Services Segment Total Net Revenue and Yield^{1,2}

RUB bn ■ PS Segment Total Net Revenue
● PS Segment Net Revenue Yield

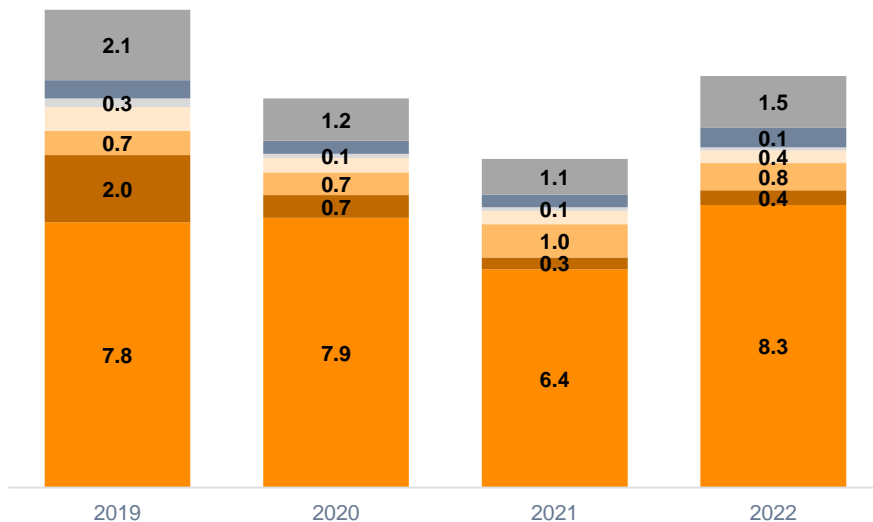


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EXPECTED DECREASE IN KEY COST CATEGORIES POST SALE OF SOVEST AND WINDING DOWN OF ROCKETBANK

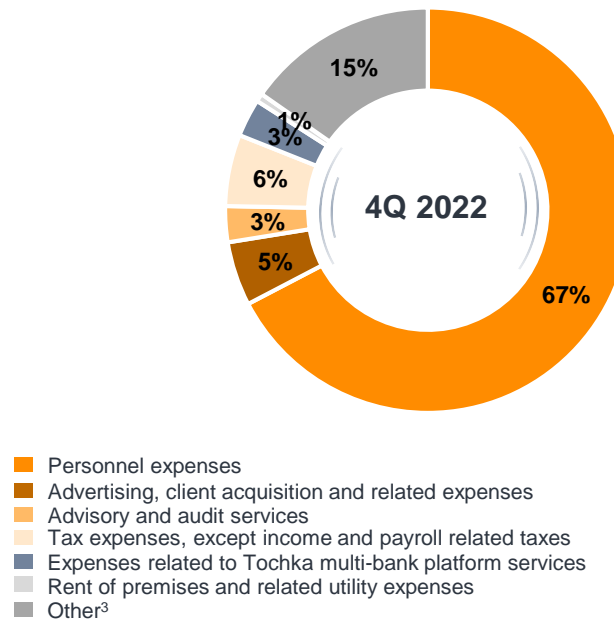
Group expenses^{1,2}

RUB bn Includes Rocketbank and Sovest expenses



Group expenses breakdown^{1,2}

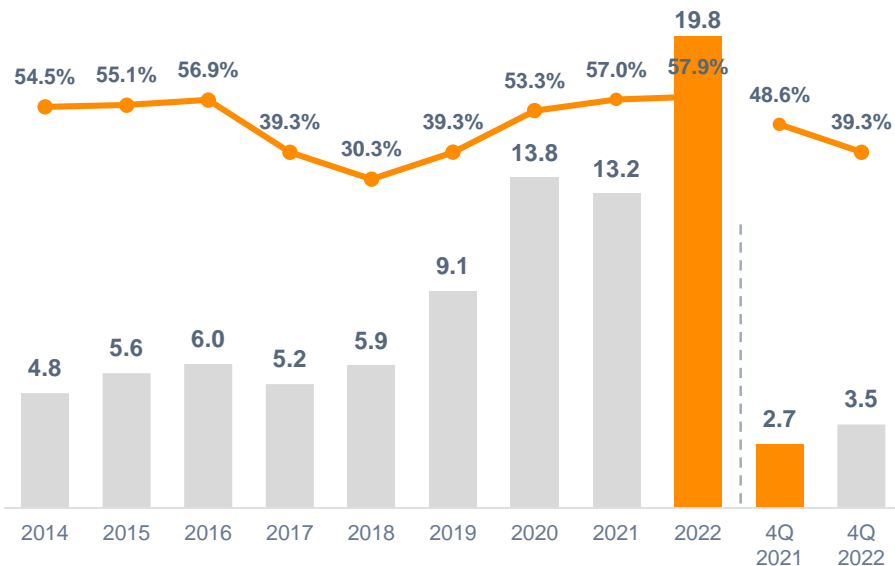
% of total expenses



Note: ¹ For additional details, please see QIWI's Earnings Report on Form 6-K filed with the Securities and Exchange Commission on March 31, 2023, QIWI's latest annual report on Form 20-F filed with the Securities and Exchange Commission on March 31, 2023; ² Comprises SG&A expenses and personnel expenses. Including Flocktory financial results starting from December 2019; ³ Includes IT related expenses, net loss (gain) from initial recognitions, offering expenses, and other administrative expenses

Adjusted EBITDA^{1,2}

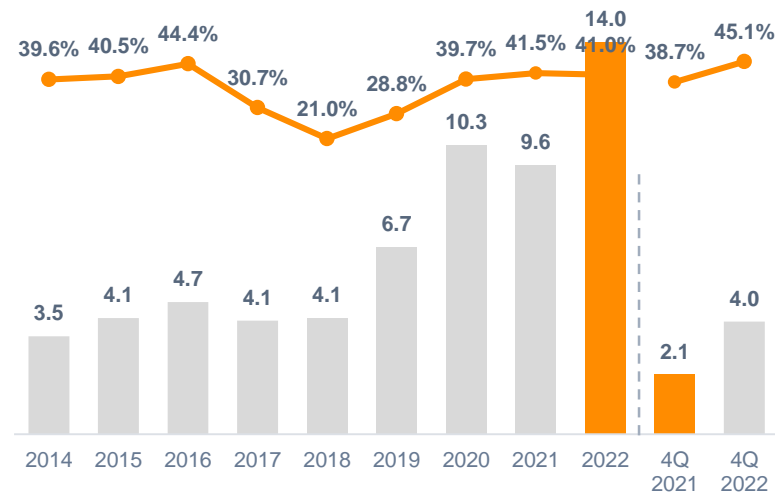
RUB bn Includes Rocketbank and Sovest operations —●— Adjusted EBITDA margin



Adjusted Net Profit^{1,2}

RUB bn Includes Rocketbank and Sovest operations

■ PS Segment Adjusted Net Profit ■ Adjusted Net Profit²
—●— Adjusted Net Profit margin²



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GROUP CAPITAL ALLOCATION APPROACH

Using cash generated by the Payment Services business to increase distributions to shareholders and invest into future growth

Capital allocation strategy

Future Growth			Return to Shareholders	
Capital Expenditures	Investments in New Projects and Product Development	M&A	Dividends	Share buybacks
CAPEX light business model	Reinvest profits in future growth	Evaluate opportunistically	Evaluate opportunistically	Evaluate opportunistically

01 TRACK RECORD OF INNOVATION

02 INTEGRATED OMNI-CHANNEL ECOSYSTEM OFFERING A BROAD RANGE OF NEXT GENERATION MULTI USE-CASE PAYMENT SERVICES

03 SERVICING SPECIALIZED HIGH GROWTH MARKETS THAT LACK CONVENIENT DIGITAL SOLUTIONS

04 SIGNIFICANT GROWTH POTENTIAL OF CORE PAYMENT SERVICES SEGMENT DRIVEN BY POSITIVE SECULAR TRENDS IN KEY UNDERLYING MARKETS

05 PROPRIETARY PAYMENT CAPABILITIES ALLOWING QIWI TO DIFFERENTIATE ITSELF

06 ATTRACTIVE FINANCIAL PROFILE WITH ROBUST PROFITABILITY

RUB mln

		FY 2018	FY 2019	FY 2020	FY 2021	FY 2022	1Q 2022	2Q 2022	3Q 2022	4Q 2022
Consolidated Group results	Revenue	29,593	35,941	40,622	41,135	51,502	9,717	14,015	12,955	14,815
	Total Net Revenue	19,657	23,176	25,978	23,113	34,137	6,305	10,208	8,725	8,899
	Adjusted EBITDA	5,948	9,099	13,837	13,167	19,779	3,687	6,972	5,620	3,500
	<i>Adjusted EBITDA margin</i>	30.3%	39.3%	53.3%	57.0%	57.9%	58.5%	68.3%	64.4%	39.3%
	Profit for the period	3,626	4,887	8,938	17,536	13,755	2,257	2,810	4,619	4,069
	Adjusted Net profit	4,137	6,679	10,304	9,594	13,996	2,326	2,964	4,690	4,016
	<i>Adjusted Net profit margin</i>	21.05%	28.82%	39.66%	41.51%	41.00%	36.89%	29.04%	53.75%	45.13%
Payment Services (PS)	PS Net Revenue	16,497	20,965	22,637	21,100	30,103	5,649	9,318	7,574	7,562
	PS Payment Net Revenue	14,370	18,103	19,549	17,507	23,575	4,119	7,579	6,029	5,847
	<i>PS Payment Volume, billion</i>	1,138	1,489	1,617	1,735	1,875	356	500	499	520
	<i>PS Payment Net Revenue Yield</i>	1.26%	1.22%	1.21%	1.01%	1.26%	1.16%	1.52%	1.21%	1.13%
	PS Other Net Revenue	2,127	2,862	3,088	3,593	6,528	1,530	1,739	1,545	1,715
	Adjusted Net profit	9,529	12,105	12,608	10,971	15,799	3,029	5,572	4,004	3,194
	<i>Adjusted Net profit margin</i>	57.8%	57.7%	55.7%	52.0%	52.5%	53.6%	59.8%	52.9%	42.2%



QIWI Investor Relations

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